From: Christopher Williams
To: Mark van de Kamp
Cc: Daniel Cohen; Eligio Lara
Subject: RE: Police Department's 2025-26 Goals and Objectives
Date: Wednesday, July 16, 2025 5:05:04 PM
Attachments: image002.png
image003.png
image004.png
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image013.png
image017.png
image018.png
image020.png

Mark, as requested:

Santa Maria Police Department – 2025 / 2026 City Goals

1. Enhance Community Safety through Crime Reduction
   - Utilizing Crime Analysis, identify high crime areas and deploy at least 10 probation/parole sweeps
2. Strengthen Traffic Safety and Collision Prevention
   - Utilize the Office of Traffic Safety (OTS) grant funding to conduct 10 DUI/Drivers license checkpoints and saturation patrols
   - Conduct 12 enforcement operations at high Primary Collision Factor (PCF) intersections
3. Advance Community Policing and Problem Solving
   - Host at least four Chief Advisory Board Meetings
   - Establish a Chief's Clergy Council Group and address homelessness/quality of life issues
4. Deepen Community Engagement and Trust
   - Have at least 10 community engagement events and engage with at least 100 community members
   - Host at least three town hall meetings
5. Maintain High Standards of Professionalism and Pride
   - On an annual basis, perform an internal audit of Use of Force Reports, Pursuits, and Evidence/Property
6. Attract, Hire, and Retain a High-Quality Workforce
   - Hiring Staff to meet with five colligate and high school athletic teams in the Santa Barbara/San Luis Counties
   - Hiring Staff to put together five recruiting events in the Santa Maria Valley
7. Provide Modern Training and Career Development
   - Establish a in house training program (SMPD University) to provide at least five training sessions for police staff
8. Prioritize Officer Wellness and Support
   - Explore obtaining an agreement with a therapy dog service to provide visits with the PD
   - Host a training day for Department members and spouses to attend that deals with job stressors and warning signs of work trauma

Christopher Williams
Police Chief
Santa Maria Police Department
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(805) 207-7234 (cell)

From: Mark van de Kamp <mvandekamp@cityofsantamaria.org>
Sent: Monday, July 14, 2025 3:07 PM
To: Christopher Williams <cwilliams@cityofsantamaria.org>
Subject: RE: Police Department's 2025-26 Goals and Objectives

Hi Chris, good start, next elaborate how do you measure those and explain how to achieve them.
Here are four of the 10 goals and objectives for SMPD from the 2016-18 budget – this shows the goal and how to achieve it:

• Continue to remove unlicensed and hazardous drivers from the City's streets, and strive to reduce the number of repeat offenders, by utilizing California Office of Traffic Safety (OTS) grant funding to conduct DUI/Drivers License checkpoints and saturation patrols. In its current application the Department is seeking funding for automated License Plate Readers (LPR) to assist in identifying stolen or wanted vehicles.

• Identify and select a vendor to implement a compatible replacement for the Computer Aided Dispatch/Law Records Management System, including filed-based reporting and an automated vehicle locator system.

• Continue to increase educational programs and presentations targeting local high school students about the dangers of driving distractions such as texting, talking on the cell phone, and/or drinking.

- To aid in recruitments, establish a robust initiative to include the continued development of a recruitment video about multiple career opportunities available within the Police Department, and place the video on the City's website and government Comcast cable Channel 23.

Looking at your draft goals, how will you measure community engagement and trust? Would that be by engaging with at least 100 residents through at least 5 "Coffee with a Cop" and 3 "Sipping with City Leaders"? or something like that?

One flag, although 5, 6, 7, 8 seem like a given, and I caution any goal about "crime reduction" – perhaps aim for a particular category that shows high promise to achieve – and what happens if there is a spike in crime?

Happy to help
Mark

From: Christopher Williams <cwilliams@cityofsantamaria.org>
Sent: Thursday, July 10, 2025 8:24 AM
To: Mark van de Kamp <mvandekamp@cityofsantamaria.org>
Subject: RE: Police Department's 2025-26 Goals and Objectives

Mark, hopefully this is what you are looking for. I haven't rolled this out to my staff or shared with the CM yet, but I'm working on a timeline to roll that out to my staff. Let me know if you have any questions.

Santa Maria Police Department – 2025 / 2026 City Goals

1. Enhance Community Safety through Crime Reduction
2. Strengthen Traffic Safety and Collision Prevention
3. Advance Community Policing and Problem Solving
4. Deepen Community Engagement and Trust
5. Maintain High Standards of Professionalism and Pride
6. Attract, Hire, and Retain a High-Quality Workforce
7. Provide Modern Training and Career Development
8. Equip Staff with Reliable Tools and Technology
9. Prioritize Officer Wellness and Support
10. Increase Operational Efficiency

An expanded version with some measurables for our reference is included in the below document:
2024-25 Goals and Objectives.docx

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From: Mark van de Kamp <mvandekamp@cityofsantamaria.org>
Sent: Tuesday, July 8, 2025 2:59 PM

To: Christopher Williams <cwilliams@cityofsantamaria.org>
Cc: Tiffany Alvarez <talvarez@cityofsantamaria.org>; Mark van de Kamp <mvandekamp@cityofsantamaria.org>
Subject: Police Department's 2025-26 Goals and Objectives

Hi Chris, Being that you are the new Chief we want you to have the opportunity to propose a list of up to 10 goals and objectives for the Police Department for FY 2025-26, and send to me in the next week. You may want to keep, edit, or replace some of or all nine goals for 2025-26 submitted by your predecessor, listed below.

I will share your list with Dave and Chuen.
They say we do not need to require departments to connect their goals and objectives to Council goals and priorities, because some departments have goals that have little relation to the Council goals and priorities. I have listed the Council's priorities.

Below this first chart, is the chart of 2024-25 goals and objectives for the Police Department.
I am available to help and answer questions.
Thank you
Mark

City Council goals for 2024-26:	**Departmental goals for 2025-26:**
Long-term financial sustainability	Analyze department revenues to identify opportunities for efficiency improvements
Community quality of life	Improve traffic safety by focusing on education, training, and enforcement to promote safer driving behaviors and reduce accidents.
Planning and infrastructure	Establish collaborative team to maximize the use of police facilities
Organizational well-being	Expand proactive wellness resources to support employee mental, physical, and emotional health promoting resilience and reducing burnout.
City Council two-year priorities:	
New approach to economic development	Maintain a multi-disciplinary approach to challenges posed by homelessness fostering collaboration between law enforcement, social services, healthcare, and community groups.
Provide youth opportunities	Increase opportunities to encourage positive interactions between youth and law enforcement.
Provide public safety resources	Concentrate on education and enforcement efforts aimed at reducing violent crime in the City
	Collaborate with partners to enhance awareness and strengthen enforcement of Human Trafficking
Establish a staffing plan	Continue to promote department wide recruitment with our local community to educate and inform potential candidates on career opportunities with the Santa Maria Police Department.

2024-25 GOALS and status through third-quarter:

Goal	Status	Comments
Explore opportunities to expand the use of hybrid and/or electric vehicles for our Police Service Technicians and Detective Bureau personnel. Expand our bike patrol and mounted enforcement unit presence in the community.	Completed	EV Charging Station installed, EV ordered
Concentrate efforts on parking-related violations to include education and enforcement.	In progress	Continuous efforts on this area, especially the Daylighting law.
Collaborate, develop, and implement a department-wide strategic plan for calendar year 2025.	On hold	Delayed for new Chief to assess
Explore opportunities to incorporate a fitness program to promote mental and physical wellness within the department.	Completed	Department has an active on-duty workout program
Develop a community academies alumni program to inform and educate community graduates on topics of mutual interest including community-oriented policing at downtown events.	Completed	Held first community academy alumni night.
Partner with other City departments and non-profits to identify and implement programs focused on community youth.	In progress	Partnered with FBSMV, Rec/Parks, YMCA, Boys/Girls Club
Identify specialized training courses for Crime Lab personnel to work toward earning national accreditation.	Completed	Lenthy certification process underway, likely to finish in 2027.
Raise awareness of Human Trafficking by partnering with local law enforcement and non-profits to better inform and educate the community.	Completed	Jan=Human Trafficking month, multile public presentations, Rotary, AHC
Exceed California State requirements in de-escalation and racial profile training.	Completed	Briefing, POST Portal, Arconn, and 4th Q Range - De-escalation training
Promote department-wide recruitment with our local community colleges, universities, and Vandenberg Space Force Base to educate and inform potential candidates on career opportunities within the Santa Maria Police Department.	Completed	AHC Career days at AHC + VBSFB and classroom presentations, social media

To elaborate on the Goals:

1. Establish long-term financial stability plans and the means for securing resources for valued community services.
2. Provide for public safety, meet housing needs, develop the downtown, provide youth opportunities and foster an overall high quality of life.
3. Provide for long-range planning and well-maintained infrastructure, including facilities, streets, parks, and utilities.
4. Provide for a clear mission and vision, the talent needed to deliver valued services, and the internal systems to support services and fiduciary responsibilities.

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